

Marketing Strategies as determinant of Library Use among Undergraduates in Public Universities in Lagos State, Nigeria

¹OYENIYI, Wosilat O., ²MADUKOMA, E. (PhD) and ³OKORO, O. (PhD)

¹Department of Information Resource Management, Babcock University, Ilishan Remo, Ogun State, Nigeria

²Department of Information Resource Management, Babcock University, Ilishan Remo, Ogun State, Nigeria

³Department of Information Resource Management, Babcock University, Ilishan Remo, Ogun State, Nigeria

Accepted 30 April 2021

Abstract

The study investigated marketing strategies and library use by undergraduates in public universities in Lagos State, Nigeria. Thus ascertaining the marketing strategies used by libraries, the purpose of library use and frequency of library use by the students. Descriptive survey research design was employed and the multistage sampling technique was used. Hence, a sample 368 undergraduates from the two public universities in Lagos State participated in the study. Structured questionnaire was administered to the respondents online for data collection. Descriptive statistics was used for data analysis. Findings revealed that most of the students used the library for reading in preparation for their examinations, to find specific information in their field of interest as well as for doing their assignments. The study equally revealed that over three-quarters of the research participants used the library e-resources, text books very often for assignment and preparation for examination. The result also showed that most of the library products and services were displayed online and physically. University/library bulletin, newspaper, posters and flyers are used to promote library services. Other promotional channels used by libraries are television, radio, text messages, e-mails and the social media. It could therefore be concluded that marketing strategies are very germane to library use by undergraduates in public universities in Lagos State, Nigeria. Management of university libraries should, therefore, have periodic newsletters to share interesting events with the university populace, which will also be used to promote the library and to publicize their periodical events.

Keywords: Marketing, Marketing strategies, library use, undergraduates

Cite This Article As: OYENIYI, W.O., MADUKOMA, E., OKORO, O. (2021). Marketing Strategies as determinant of Library Use among Undergraduates in Public Universities in Lagos State, Nigeria. *Inter. J. Acad. Res. Educ. Rev.* 9(3): 151-159

INTRODUCTION

Libraries play significant role in the education of a society, especially, in institutions of higher learning like universities where information materials (prints and non-prints) are required for teaching, learning and research purposes. Thus, libraries serve as repository of human knowledge that provides foundation for educational growth and development in universities (Hart &

Kleinveltdt, 2011). Meanwhile, the relevance of a typical university library depends largely, not only on availability of services, facilities and information bearing materials, but also on utilization of its resources. In other words, the relevance of a typical university library in no doubt depend on how well the library and its information resources are utilized.

Library use, therefore, refers to the purpose and frequency of visit to libraries by patrons like

undergraduate students and uses its available information resources to support their teaching, learning and research activities. In the same vein, library use involves accessing, locating, retrieving, borrowing and returning information resources, facilities and services by users for the purpose of reading or study to satisfactorily meet their various needs. It also involves presenting queries and obtaining relevant up to date, timely and reliable information from library staff. In the intervening time of Information Age, library use can be in form of physical visit to library to consult various collections or remote access to library digital collections. Various variables used to define library usage pattern include number of library visits per time, number of items borrowed, number of books consulted by different categories of users, hours logged into library facilities and total number of electronic information resources retrieved by library users (Collins & Stone, 2014).

In academic environment, library information resources and services are used by patrons like undergraduate students for different purpose such as to complement class notes, preparation for examination, recreational readings, leisurely entertainment, reference purposes, assignments writing, term paper writing, group presentations, projects, and so on. Undergraduate students nowadays could actively contribute more in class, write assignments, read and study hard, carry out other academic related tasks more regularly and be referred to as active library users (Aladeniyi & Owoleke, 2018). Based on this, it could be inferred from literature that library use promotes active learning and contributes to students' ability to think critically, develop analytical mind and work very well independently and in a group.

A seasoned researcher like Odewole (2019) reports in his study of reading culture and use of information resources among undergraduate students in university of Ilorin that a low usage of libraries was found despite its significance in knowledge development of full potentials of students. It could be so disheartening that undergraduate students nowadays has reduced their use of libraries to seasonal places of reading as many of the undergraduates waste time on other activities such as listening to music, playing games, browsing through different websites on the Internet irrelevantly, rather than using libraries to aid their academic tasks (Okiki, 2013). From preliminary investigation, many undergraduates pay physical visits to libraries when preparing for examinations only. Thus, a library with no or less usage could fail to accomplish the purpose of its establishment.

Some factors that could be responsible for decline in the use of the library and its services by undergraduates may be presumed to be technical problem of accessing information resources such as the use of computer systems with Internet connectivity in the university libraries, poorly conducted user education programmes, reliance on manual information retrieval tools which leads

to poor filing and slow retrieval, limited sensitisation of the library information resources and services, and so on (Umeji, 2013). Hence, lack of knowledge of the services available in university libraries among library users appears to be a growing concern in academic librarianship. This could be caused by poor communication and inadequate interaction between users and the library staff. Conceivably, when users are not aware of the existence of university library and the richness of the information resources, the library may not be extensively patronised (Fajobi, 2016). Therefore, the impact of library marketing strategies to promote its services for effective utilisation cannot be over emphasised.

According to Kotler, Armstrong and Agnihotri (2018), marketing is the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organisational objectives. In view of the above definition, library activities are a team work or the efforts of group working together to attract more and more users to the library. Hence, the basic purpose behind library marketing is to educate the students, lecturers and other researchers on how to use the library and its resources, upkeep their knowledge by providing information appended in various sources available in the library (Patil and Pradhar, 2014). The ultimate aim of library and information science professionals is meeting the information needs of users satisfactorily and without delay. That is why library marketing is very crucial to attract more users.

Olorunfemi and Ipadeola (2018) aver that library information sources and services need to be marketed for the following reasons: Marketing enables librarian or information manager to understand the real needs of users and for taking good management decisions, which will in turn help in providing maximum information services to users more efficiently and effectively. Library information resources collections and services are not only targeted at those who use the library resources, facilities and services regularly but also, non-user groups. Marketing, at large, help to improve the image of the library and information profession through collection of revenue performing different services to users. It then behooves the libraries to formulate different marketing strategies to promote and sell their products and services.

Akinyele (2011) submits that marketing strategies are management tools used for creating awareness and which will in turn create desire for the product acknowledgement and use. In other words, marketing strategies enable the organisation to identify opportunities, draw up growth strategies, and product range which will be focus on customer's satisfaction. Thus the essence of marketing involves finding out what the users want, then setting out to meet those needs.

Marketing strategy is comprehensive, collective and coordinated plan that combines four marketing elements, commonly called the '4Ps' which are: Product, Price, Place and Promotion which is also known as marketing mix. Marketing mix according to Fajobi (2016), is a business tool used by management in an organisation which enables them to remain in global competitive environment.

Marketing mix refers to the four major area of decision making (4P's) in marketing process. It is the set of controllable, tactical marketing tools of product, price, place and promotion (4P's) which consist of everything the organisation including the library can do to influence the demand for its product (Shankar & Chin, 2011). The marketing mix is tactical in nature and is employed to carry out the overall marketing strategies. The four P's (product, price, place and promotion) are explained thus:

A product according to Bahador (2019), is anything that can be offered to a market to satisfy a need or want. The products based on this study, which can be marketed are Library information resources and services. The place on the other hand represents the distribution channels that universities libraries utilise to convey their services to the end users (undergraduates). Price in its own right is flexible and dominant element, which determines the revenue profitability market share for the library from the user's point of view. The concept of price constitutes two different types, the monetary price and the social price. Monetary price implies the payment of certain sum by the customer, and the social price refers to the additional effort that the customer must make in order to obtain access to a product. Thus, costing is important even when a service is provided free of charge. Social price is related to determining the needs, wants, and interests of target markets and to deliver the desired services more effectively and efficiently.

The concept of price in relation to the undergraduate's library use is made up of the social price which refers to the additional effort that the users must make in order to obtain access to a product. Librarians should consider the social price concept when price is decided for product and the impact of the competition must be taken into consideration (Shankar & Chin, 2011). Price (either monetary or social) must also be affordable. Promotion on the other hands involves the type of communication that a marketer engages in with the customers in order to acknowledge the product. The main aim of library promotion is to select a technique that can encourage the recipient to respond either by buying or requesting further

information for use at present or by filling the promotional material away for the use in the future (Bahador, 2019).

Promotion of library sources and services is likening to awareness of academic libraries information resources (Shankar & Chin, 2011). Therefore, for undergraduates to make effective use of university libraries and its very rich information sources and services, the relevance of libraries to courses offered in each faculty down to departmental course level must be made known. The product (information sources and services) must meet the needs and be value adding, the procedure (Awareness) for the distribution which is method of promotion through (library orientation/education, radio, TV, newspaper, university/library bulleting, notice board, SMS, e-mail, social media, library website, lecturers etc.) must be well established and well-structured (Shankar & Chin, 2011; Bahador, 2019).

A close look at the use of libraries by researchers from literature shows the declining use of university libraries in the Information Age. For university libraries to be successful, especially in the increasingly digital environment, marketing strategies are needed to promote the services offered in academic libraries and the benefits accrued to users and the parent institutions. Similarly, librarians in university libraries need to work with existing university and research library consortia and similar bodies to help build their skills and capacities to develop effective library marketing strategies. As changes keep occurring in the way students seek for needed information, university libraries will need to strive to identify strategies to actively market the libraries for effective patronage by users. Therefore, this study was designed to investigate marketing strategies and library use among undergraduates in public universities in Lagos State, Nigeria.

Objective of the study

The main objective of this study is to investigate marketing strategies and library use among undergraduates in public universities in Lagos State, Nigeria. Public universities in Lagos State as at the time of the study include: University of Lagos (UNILAG) having twelve faculties, and Lagos State University (LASU) having eleven faculties. However, the specific objectives of the study include to:

1. find out the purpose of library use by undergraduates in public Universities in Lagos State Nigeria.
2. examine the frequency of library use by undergraduates in public Universities Lagos State, Nigeria.
3. establish the marketing strategies used in public universities libraries in Lagos State, Nigeria.

Literature Review

The literature review has established the view of different authors on marketing strategies as determinant of library use among undergraduates. For instance, Gupta (2010) has explained how marketing was applied to Library information science (LIS) education and showed useful facts about the role of professional association in circulating marketing theory to create awareness of resources available. Kotler (2006), Madhusudhan (2008), Gupta and Savard (2010), and Jim Blithe (2014) established that, library marketing is the instrument through which the library objectives can be fulfilled, while marketing in an academic community is essential, because those who lack information may not even be aware of this need. However, librarians are being conscious of marketing strategies and many libraries are fully employing different means of promoting their information services to their users and potential users by creating awareness and employing marketing strategies through various means such as media, e-mail, text messaging, social media, promotional literature, magazines, bulleting as a way of solving the problem of declining use of the library.

Yi (2016) in a study on Australian academic libraries on perceptions of effective techniques for the promotion of library services and resources; examines how Australian academic librarians perceive techniques for promoting services and resources, and the factors affecting the perceptions regarding effectiveness of techniques used. Data were collected from an online survey that was sent to 400 academic librarians in thirty-seven Australian universities. The response rate was 230 (57.5 %). The qualitative data were analysed using content analysis. The collected quantitative and qualitative data were analysed using descriptive and inferential statistics (ordinal regressions). Findings showed that Librarians used a variety of techniques to promote services and resources. Demographic variables, human capital variables and library variables were significant predictors of perceptions of the effective promotion techniques used.

In another study of marketing strategies used by librarians in State University libraries. Osinulu, Adekunmi, Okewale and Oyewusi (2018); used a descriptive survey research of the ex-post-facto design. The study population consisted of all academic librarians at Olabisi Onabanjo University Library in Nigeria. Respondents were asked to indicate marketing strategies used to market library services and information products on a 5-point Likert scale. Respondents indicated that they conduct user survey studies to improve library services and information products. ($x = 33.30$) ranked highest followed by maximize use of books as products ($x = 25.03$) and then interlibrary loan services ($x = 25.00$) and improved borrowing privileges ($x = 25.00$) amongst other

strategies. The least indicated strategies are collaboration with other libraries ($x = 19.98$), suggestion boxes ($x = 19.98$), use of Web 2.0 technologies and services ($x = 19.98$) and compilation of bibliographies ($x = 19.98$). Using the weighted mean ($x = 22.30$) as the benchmark to determine marketing strategies. Findings indicate that librarians at O.O.U. use various strategies that involve the use of the digital media, print media and events to market their library services and information products.

Though there are lots of challenges facing most libraries in Nigeria among which include: lack of adequate and professional work force needed to handle the affairs of the libraries; lack of public awareness of the various resources, services and facilities available in the library; outdated nature of information resources, minimal reading space, limited number of information resources, and availability of few computer facilities with lack of well-defined policy.

Literature review showed that studies have been carried out independently on the variables of this study, but there seem to be few studies that combine the two variables of this study especially, looking at the local publications for this study. Also literature review shows that there is still low usage of library despite the fact that there exist different marketing strategies. This study is set out to fill the gap by trying to find out if marketing strategies will result to significant use of the Library.

METHODOLOGY

The study employed survey research design using a population of Fifty-nine Thousand, One Hundred and Thirty (59,130) undergraduates in two public universities in Lagos State (University of Lagos in Akoka and Lagos State University in Ojo). According to the data collected from the records office of the universities: in UNILAG, there are twelve (12) faculties having a population of thirty-one thousand eight hundred and twenty (31,820) undergraduates. In addition, LASU with eleven (11) faculties offering undergraduate program with a population of twenty-seven thousand, three hundred and ten (27,310) undergraduates. Multi stage sampling technique was used for the study. The first stage (breaking down of the population into different faculties in the universities under study). At the second stage selection and equal allocation of four faculties that are similar to both universities (Arts, Medicine, Law and Engineering). The faculties involved are Arts, Medicine, Law and Engineering. Third stage involves Probability Proportionate to Size (PPS) of 3%. The sample size, therefore, include 477 undergraduates in the two universities. The data collection instrument was structured questionnaire on marketing strategies as determinants of library use among undergraduates in

public universities in Lagos State, Nigeria.

Data was collected from 368 giving 77.1% response rate through the administration of Google online questionnaire. The generated data was collated, coded and analysed using descriptive statistics such as frequency count, percentages, mean and standard deviation.

Results and Discussion

Question 1: What is the purpose of library use by undergraduates in public Universities in Lagos State Nigeria?.

Table 1. showing the purpose undergraduates use the library

S/N	Purpose of using the library.	SA (%)	A (%)	D (%)	SD (%)	M	STD
1	To prepare for examination	293 (79.6)	50 (13.6)	15 (4.1)	10 (2.7)	3.70	.675
2	To find specific information in my field of interest	264 (71.7)	68 (18.5)	22 (6.0)	14 (3.8)	3.59	.770
3	To do an assignment	259 (70.4)	80 (21.7)	16 (4.3)	13 (3.5)	3.58	.736
4	To get current information	230 (62.5)	67 (18.2)	42 (11.4)	29 (7.9)	3.35	.965
5	To prepare for seminar presentation	217 (59.0)	70 (19.0)	54 (14.3)	27 (7.3)	3.30	.972
6	To borrow library books	199 (54.1)	85 (23.1)	58 (15.8)	26 (7.1)	3.24	.962
7	To make photocopy of documents	194 (52.7)	50 (13.6)	80 (21.7)	44 (12.0)	3.07	1.105
8	To read the newspaper	182 (49.5)	44 (12.0)	89 (24.2)	53 (14.4)	2.96	1.147
9	To relax after a stressful academic activities	29 (7.9)	34 (9.2)	88 (23.9)	217 (59.0)	1.66	.940
n = 368; Grand mean = 28.45; Average mean = 3.16							

Source: Field Survey, 2021

Key: SA = strongly agree, A = agree, D = disagree, SD = strongly disagree. (The value of SA = 4, A = 3, D = 2, SD = 1)

Table 1 revealed that most of the students used the library for different purposes; this had a (Grand mean v of .919) on a four point scale. The Table further revealed that the top three purposes for which the respondents used the library, was to read in preparation for their examinations (mean = 3.70). Respondents also indicated that they use library to find specific information related to their field of study (mean = 3.59). In addition, most of the respondents affirmed that they use library to find relevant information for their assignments (mean = 3.58). Therefore, the findings are result is line with the work of Onuoha, Unegbu and Umahi (2013) which showed that undergraduates still use the library. Furthermore, a study by Onuoha and Subair (2015), has similar findings which revealed that the respondents in their study used the library for the following purposes; internet, borrowing library resources, photocopying as well as for current awareness services.

Question 2: What is the frequency of library use by undergraduates in public Universities Lagos State, Nigeria?

Table 2. Frequency of library use by undergraduates

S/N	Statements	Very often (%)	Often (%)	Occasionally (%)	Never (%)	M	STD
1	How regularly, do you use the library for assignment and preparation for examinations?	234 (63.6)	63 (17.1)	51 (13.9)	20 (5.4)	3.39	.918
2	Do you usually make use of textbooks when you visit the library?	227 (61.7)	57 (15.5)	57 (15.5)	27 (7.3)	3.32	.984
3	How frequently do you visit the library and consult library resources?	209 (56.8)	70 (19.0)	77 (20.9)	12 (3.3)	3.29	.908
4	How often do you use library materials on your subject area?	215 (58.4)	49 (13.3)	74 (20.1)	30 (20.1)	3.22	1.032
5	How often do you enjoy using the library because of the good resources made available.	206 (56.0)	59 (16.0)	75 (20.4)	28 (7.6)	3.20	1.014
6	To what degree do you access library e-resources?	196 (53.3)	41 (11.1)	77 (20.9)	54 (14.7)	3.03	1.154
7	How frequently do you ask librarians for assistance?	181 (49.2)	29 (7.9)	115 (31.3)	43 (11.7)	2.95	1.128
8	How often do you borrow library books?	180 (48.9)	32 (8.7)	87 (23.6)	69 (18.8)	2.88	1.210
9	How often do you make photocopies of library materials?	182 (49.5)	36 (9.8)	70 (19.0)	80 (21.7)	2.87	1.242
n = 368; Grand mean = 28.15; Average mean = 3.13							

Source: Field Survey, 2021

Key: very often = 4, often = 3, occasionally = 2 and never = 1

Table 2 revealed the frequency of use of library resources among the undergraduates who participated in this study. Generally, the frequency of use of library resources was above average with a (mean of 3.10 and a standard deviation of 1.084) on a 4 point scale. Specifically, the results of item 6 showed that a good number of the respondents 234 (63.6%) used library resources very often and 63 (17.1) used the library often when doing their assignments and when preparing for examination. This showed that over three-quarters 297(80.7) of the respondents used the library regularly, when doing their assignment and preparing for their examination. This corroborates the findings of Agboola and Bamigboye (2011) in their study on availability and accessibility of internet facilities in Nigeria University libraries reported the extent of use of library resources either in print or electronic form in each of the three Universities they examined.

Question 3: What are marketing strategies used in public universities libraries in Lagos State, Nigeria?

Table 3. Marketing strategies used in university libraries

S/N	PRODUCTS	SA (%)	A (%)	D (%)	SD (%)	M	STD	AM
1	Journal abstracts are available and accessible at the Serials unit of the library	216(58.7)	110(29.9)	30(8.2)	12(3.3)	3.44	.779	3.27
2	Borrowing services are provided face to face	228(62.0)	86 (23.4)	39(10.6)	15 (4.1)	3.43	.839	
3	Reprographic services (photocopy, binding and lamination) are rendered at affordable prices	221(60.1)	87(23.6)	43(11.7)	17 (4.6)	3.39	.867	
4	Selective dissemination of information is done physically	202(54.9)	92(25.0)	55(14.9)	19 (5.2)	3.30	.905	
5	Current awareness services are provided via faculty and departmental notice board	209 (56.8)	86 (23.4)	44(12.0)	29 (7.9)	3.29	.960	
6.	My queries are quickly attended to in the library	202(54.9)	89(24.2)	54(14.7)	23(6.3)	3.28	.933	
7.	Current awareness services are provided via library chat (online)	199(54.1)	58 (15.8)	76(20.7)	35 (9.5)	3.14	1.054	

Table 3. Continuation

8.	Borrowing services are provided via internet	187(50.8)	66(17.9)	78(21.2)	37(10.1)	3.10	1.057	
9.	Selective dissemination of information is by E-mail, text messages.	187(50.8)	60 (16.3)	86(23.4)	35(9.5)	3.08	1.057	
	PLACE							
10	Organisation of a well structure user's education is made available face to face.	227(61.7)	91(24.7)	40(10.9)	10 (2.7)	3.45	.794	
11.	Exhibitions and display of new arrivals are made available physically	219(59.5)	94(25.5)	39(10.6)	16 (4.3)	3.40	.846	
Z 1 2 1 2	One on one discussion with users is done face to face.	215(58.4)	94(25.5)	42(11.4)	17 (4.6)	3.38	.862	
13	Use of leaflets and posters are made available to users face to face	210(57.1)	89(24.2)	48(13.0)	21 (5.7)	3.33	.908	
14	Library web page is easily accessible	202(54.9)	92(25.0)	59(16.0)	15 (4.1)	3.31	.883	
15	Organisation of a well structure users education is made available online	212(57.6)	73(19.8)	66(17.9)	17 (4.6)	3.30	.922	3.27
16	Exhibitions and display of new arrivals are made available online	203(55.2)	51(13.9)	83(22.6)	31 (8.4)	3.16	1.045	
17	Use of leaflets and posters are made available to users via e-mail, chart group	195(53.0)	63(17.1)	82(22.3)	28 (7.6)	3.15	1.018	
18	One on one discussion with users is done online	189(51.4)	60(16.3)	88(23.9)	31 (8.4)	3.11	1.040	
19	Sending personal letters to users through E-mail and text messages	186(50.5)	65(17.7)	81(22.0)	36 (9.8)	3.09	1.054	
	PRICE							
20	Users do not pay fees for information resources and services enjoyed in the library	225(61.1)	77(20.9)	52(14.1)	14 (3.8)	3.39	.867	
21	The potential users are denied access to information resources/services when fees are charged in the library	218(59.2)	62(16.8)	63(17.1)	25 (6.8)	3.29	.978	
22	Fee charges are major deterrent to continuous use of library services by undergraduates	202(54.9)	74(20.1)	69(18.8)	23 (6.3)	3.24	.966	
23	Developed information services are very necessary so it is not a problem for the users to pay for use of the information services in the library	197(53.5)	75(20.4)	73(19.8)	23 (6.3)	3.21	.970	
24	All library services including computerized literature searches, enjoyed are paid for by the undergraduates.	200(54.3)	64(17.4)	75(20.4)	29 (7.9)	3.18	1.016	3.24
25	Users do pay a prescribed fee for information services enjoyed in the library	193(52.4)	57(15.5)	88(23.9)	30 (8.2)	3.12	1.038	
	PROMOTION							
26	University/library bulletin, newspaper, posters and flyers are used to promote library services.	206(56.0)	91(24.7)	44(12.0)	27 (7.3)	3.29	.943	
27	Services of the library are promoted through Social media platform like twitter, blog, Whatsapp, Telegram etc	201(54.6)	54(14.7)	69(18.8)	44 (12.0)	3.12	1.096	3.00

Table 3. Continuation

28	Text message (SMS) and e-mails are used to promote services in the library	190(51.6)	57(15.5)	78(21.2)	43 (11.7)	3.07	1.093	
29	Library services are made known to undergraduates through the radio	183(49.7)	55(14.9)	81(22.0)	49 (13.3)	3.01	1.120	
30	Library services are promoted with the use of television.	178(48.4)	53(14.4)	85(23.1)	52 (14.1)	2.97		
31	Library orientation/education is done in the library	255(69.3)	65(17.7)	38(10.3)	10 (2.7)	2.54	.787	
n = 368; Over all mean = 9627								

Source: Field Survey, 2021

Key: SA = strongly agree, A = agree, D = disagree and SD = strongly disagree (The value of SA = 4, A = 3, D= 2, SD = 1)

In order to ascertain the marketing strategies used in the University libraries, Table 3 presents the responses of the participants in the area of marketing strategies focused on in this study. The areas of marketing strategies focused on are products, place, price and promotion. In the area of product marketing, the grand mean was 3.27 on a 4 point scale. Meaning that most of the services representing products are available in the library. In the section on place the mean was 3.27 on a 4 point scale showing that majority of the respondents strongly agreed and agreed that product and services were display both online and face to face.

In the section on price, the mean was 3.24 on a 4 point scale. Over three quarter of the respondents strongly agreed and agreed that the patrons like undergraduate students are denied access to information services if prices are charged for the services. Majority also strongly agrees and agreed that users do not pay a fee for information services. In addition, most of the respondents strongly agreed and agreed that fee charging is a major deterrent to library use. In the promotion section of marketing strategies the mean was 3.00 on a 4 point scale. Respondents strongly agreed 255 (69.3%) and agreed 65(17.7%) that library orientation/education is done in the library as part of their promotional strategies. Furthermore, 206 (56.0%) strongly agreed and 91(24.7%) that University/library bulletin, newspaper, posters and flyers are used to promote library services. Other promotional strategies used in libraries are promotion through television, radio, text messages emails and the social media.

The findings of the study is in no doubt related to Okon and Umoh (2014) suggestions on "Marketing of information and library service in Nigerian University libraries: The way forward" that marketing strategies such as exhibition, segmentation and use of internet are means through which information and library services could be marketed to various patrons in university libraries. Another related study by Benson, Anyanwu, and Onuoha (2016) on strategies used in Marketing Library and Information services in tertiary institutions in Owerri Imo State, Nigeria, revealed that books, periodical, reports, reprographic services, display and exhibition,

internet services, online databases, electronic documents are the products and services available. The study suggested that these services can be marketed through the use of library notice board, face-to-face interaction with user community, seminar/workshop, use of institutional websites, networking among professional colleagues.

CONCLUSION

The study investigated marketing strategies as a way forward to increase library use among undergraduates in public universities in Lagos State, Nigeria. It was concluded that marketing strategies of libraries has a significant implication to effective library use among undergraduate students. Thus, when libraries promote and have periodic physical and online exhibition of their services, more students will be aware of such services and come to the library to make use of the library resources.

RECOMMENDATIONS

1. Although, this study shows generally that students scarcely come to their university libraries to make use of the resources, there is need for academic libraries, aside from the sessional orientation to be intentional about creating publicity and organizing exhibitions to showcase their new arrivals and services.
2. For university libraries to remain relevant, librarians and other supporting staff should organise book readers clubs, reading competitions and spelling bees periodically. This could improve the reading habits of the undergraduate students and subsequently increase their library patronage and use.
3. The management of university libraries should play significant role during departmental seminars by organising effective study skill seminars for undergraduate students. This would sell the importance of university libraries to the students and subsequently use the libraries for their specific academic tasks.

REFERENCES

- Abdukarim, M. (2010). Improving public libraries in Nigeria. Daily Trust. Available: <http://www.dailytrust.com/weekly/>
- Acheaw, M. O. (2014) Reading Habits Among Students and its Effect on Academic Performance: A Study of Students of Koforidua Polytechnic, Ghana. *Library Philosophy and Practice* (e-journal). <http://digitalcommons.unl.edu/libphilprac>
- Adekunmisi, S. R. (2013). Strategies for Marketing Library Services and Information Products in Nigeria. *Global Advanced Research Journal of Educational Research and Review*, (ISSN: 2315-5132) 2 (12): 240 – 245. <http://garj.org/garjerr/index.htm>
- Aina, L. O. (2004). *Library and information science text for Africa*. Ibadan: Third world information services Limited.
- Aladeniyi, F. R. & Owokole, T. S. (2018) Utilization of library information Resources by Undergraduate student of University of Medical Science Ondo, Ondo state Nigeria. <https://www.researchgate.net/publication/321652526> *American International Journal of Contemporary Research* vol. 8, No 4.
- Akiyele, S. T. (2011). Strategic marketing: A panacea for success of Nigeria oil and gas Industry Retrieved from *global journal of management and business research*, 11(1).
- Bahador M.H. (2019). The effect of marketing mix on organizations performance <https://www.researchgate.net/publication/336471791>
- Bamigbola, A. A. (2013). Application of Marketing Strategies and Mix to Digital Information Services (DIS): Nigerian University Libraries Perspectives <https://www.researchgate.net/publication/256406778>
- Blythe, J. (2014). Principles and Practice of Marketing (3rd) University of Plymouth, UK <https://uk.sagepub.com/en-gb/eur/principles-and-practice-of-marketing/book24126>
- Collins, E. & Stone, G. (2014). Understanding Patterns of Library Use among Undergraduate Students from Different Disciplines. *Evidence Based Library and Information Practice*, 9.3:51. Available <http://ejournals.library.ualberta.ca/index.php/EBLIP/article/view/21326>.
- Gupta, D. K. & Savard, R. (2010). Marketing library and information services. *Encyclopedia Of Library and Information Science*. (3rded.)
- Hart, G. & Kleinveldt, L. (2011). The role of an academic library in research: Researchers' Perspectives at a South African University of Technology. <https://www.researchgate.net/publication/307666568>
- Kotler, P., Armstrong, G. & Agnihotri, P. Y. (2018). Principle of marketing (17thed.) Pearson press India.
- Kotler, P (2006). *Marketing for non-profit organization* (2nd ed.,) New Delhi: Prentice-Hall of India
- Madhusudhan, M. (2008). "Marketing of library and information services and products in University libraries: A case study of GOA University Library". *Library Philosophy and Practice*, Available at <http://unllib.unl.edu/LPP/madhusudhan.pdf>
- Odewole, M., (2019). Reading Culture and use of library information resources among the undergraduate students in University of Ilorin. *Library Philosophy and Practice* (e-journal). 2850. <https://digitalcommons.unl.edu/libphilprac>
- Odunlade, R., O., Akinade, H. & Ojo, J. O. (2014), Marketing strategy: A tool for library and (QJML) 3:741 –758 Information services delivery by academic libraries in southwest Nigeria. *Samara journal of information studies* vol. 14 (1 & 2)
- Okere, S. & Onuoha, U. D. (2008) Academic staff assessment of accessibility and usefulness of Library resources to teaching and research: A case of Babcock University. *Journal of Language and Development* 5:47-58
- Okiki, C.O (2013). Availability of information resources for research output: perception of Academic staff members in Nigerian Federal Universities. *International journal of computer science and telecommunications*.4 (8), 2013.
- Okon, M.E. and Umoh, M.O. (2014). Marketing of Information and Library Services in Nigerian University Libraries: The Way Forward. *Information and Knowledge Management*, 4.6:28 – 33
- Olorunfemi, M. & Ipadeola D.A. (2018). Marketing library and information service in selected University Libraries in southwest of Nigeria
- Patil S, K. & Pradhan, P. (2014). Library promotion practices and marketing of library services: A role of library professions <http://creativecommons.org/licenses/by-nc-nd/3.0>.
- Shankar, C., & Chin, K. K. (2011). A study of the relationship between marketing mix and Customer retention for herbal coffee in Malaysia. *2nd International Conference on Business and Economic Research (2nd ICBER, 2011) Proceeding, 2011-27*
- Umeji E. L. (2013). Information /ICT literacy levels and skills among librarians in Madonna University Library, Okija. *IJSR Journal of Humanities and social science* 15.3: 70-75.
- Yi, Z. (2016). Perceptions of Effective techniques for the promotion of Library Services and provision Information Research, 21(1) Retrieved from: